

Tobacco Revenue, Use Spending and Tracking Commission

Office of Tobacco Education and Prevention Program (TEPP)

March 8, 2006

Native American Community Health Center
3008 North 3rd Street
Phoenix, Arizona 85012

MINUTES

Members Present: Matthew Madonna – Chairman
Linda Bailey
Benton Davis
Rosa Garcia
Dr. Kelly Hsu
Dr. Keith Kaback (by phone)
Dr. Hugh Miller (by phone)
Dr. Babak Nayeri
Bill Pfeifer

Members Absent: Dr. Wil Counts
Dr. Shelly Hall
Violet Mitchell-Enos
Librado M. Ramirez
Dana Russell
Bertha Sepulveda

ADHS Staff: Patricia Tarango – Office Chief, TEPP
Emma Viera-Negron – Senior Epidemiology Manager, TEPP
Bob Leischow – Health Education Account, Chronic Disease, TEPP
Teresa Koehler – Administrative Assistant III, TEPP

Presenters: Patricia Tarango – Office Chief, TEPP
Traci Bunker – Coconino County
Anna David – Maricopa County
Darren Treasure – Arizona Interscholastic Association

Public Attendees: Marla Jirak - TEPP/University of Arizona
Michelle Pabis – American Cancer Society
Shannon Harper – American Heart Association
Susan Williams – Mohave County
Donna Beedle – Maricopa County
Toby Urvater – Maricopa County
Marty Eckrem – Coconino County
Don Morris – Arizonans Concerned About Smoking

Call to Order

Mr. Madonna, TRUST Commission Chairperson, called the meeting to order at 10:25 am ... welcome the TRUST members and visitors.

Mr. Madonna: Reviewed agenda items.

- ▶ Announced that the Attorney's General Office will not present on the Open Meeting Law and the Conflicts/Disclosure of Interest Statement will be covered in the May 8th, TRUST Commission meeting.

Approval of Minutes

Mr. Madonna: Announced that January meeting minutes cannot be approved with a quorum. Mr. Madonna asked the members who are present, if there are any corrections or comments regarding January minutes.

Members: No comment.

Chairman's Report

Mr. Madonna: Addressed members.

- ▶ ASU Downtown Center for May meeting.
- ▶ Explained the guidelines, procedure regarding public commentary related to the "Speaker's Slip". The public commentary section is limited to five minutes at the end of the meeting and that time is divided up between the number of individuals wishing to speak. The slips are given to Teresa Koehler. Teresa is the coordinator and timekeeper for the public comment.

Tele-Conferencing connection made: Dr. Kaback and Dr. Miller join the meeting. Mr. Madonna announces that a quorum is present.

Approval of Minutes

Mr. Madonna: Asked for a motion to approve the minutes of the January meeting as distributed.

Dr. Miller: So moved.

Ms. Bailey: Second.

Mr. Madonna: Asked if there are any discussions, questions, or corrections.

Mr. Pfeifer: Requested that a correction (Cohrs) be made on page 1 of 9.

Mr. Madonna: Asked if there were any other question, comments, or changes to the minutes as distributed. If not, all those in favor of accepting the minutes say, “Aye”. All say, “Aye”. Minutes for the January meeting approved.

Chairman’s Report

Mr. Madonna: Reviewed previous information.

- ▶ Announced May 10 meeting
- ▶ Announced that the May 10 meeting will be held at the Native American Community Health Center.
- ▶ Announced July 12 meeting will be back, hosted by United Healthcare

Ms. Bailey: Stated that July 12 is the World Conference.

Mr. Madonna: Stated that the July 12 meeting may need to be re-scheduled.

- ▶ Attorney General Office’s presentation cancelled.
- ▶ Update on “Early Childhood Education and Healthcare Initiative.”
 - Initiative will fund childhood education and healthcare programs through an eighty cent tobacco tax increase.
 - Initiative does not include back fill language. This means that the “price elasticity” impact or the number of people who will probably stop smoking as a result of the increase in the tobacco tax will have an impact on programs that are already funded by tobacco taxes.
 - What does this mean? This means that the estimated total impact (as reported by John Rivers, President and CEO, at the Arizona Hospital and Healthcare Organization) on programs funded by the existing taxes, not just tobacco, will be 14.5 million dollars. Since the Tobacco Education Prevention program represents roughly 23% of the first tax, the estimated decline is 3.3 million dollars a year.
- ▶ Stated that a meeting between himself, Mr. Madonna, Mr. Pfeifer, and Patricia Tarango with the Director of the Arizona Department of Health Services took place. Mr. Madonna reported that the Director was clear in stating that because of the open meeting laws and the nature of the TRUST Commission that the commission (the members) is not able to take a public position on the initiative, pro or con. In addition, the Director expressed strong support for a very strong media campaign that would give the TEPP program a lot of visibility and lastly, the Director stated that ADHS would not recommend a tobacco tax increase to the legislature.

Members’ discussion occurred. However, the discussion did not include recommendations or suggests to actions to be taken by the members.

Mr. Madonna: Announced TEPP Office Chief, Patricia Tarango

Office Chief's Report

Ms. Tarango: Announced the TEPP organizational changes.

- ▶ Staff Vacancies:
 - Senior Health Marketing Manager (Interim Marketing Director hired.)
 - Public Relations Manager
 - Multicultural Health Marketing Manager
 - Epidemiologist
 - Health Educator
 - Administrative Services Officer
 - Administrative Assistant III
 - Senior Project Manager
- ▶ Strategic Plan Update
 - Statewide Tobacco Plan
 - Goal of the Plan
 - Strategic planner, facilitator
 - Participants in the Process

Mr. Madonna: Stated that he would like to go on record with two thoughts for the Commission to consider as formal recommendations. The first one is to suggest that an outside expert facilitate, assist in the development the plan. The other is that we make a recommendation that you send the money that you need to spend and that perhaps a budget need to be developed.

Ms. Tarango: Continued with presentation.

- Utilize the methods and processes from the Partnership for Prevention, Chronic Disease Planning
- Proposed time line and budget

Ms. Bailey: Recommended adding 4-8 weeks to the timeline following the “Draft to TRUST” activity to go out for comment ... to let people comment on the plan.

Ms. Tarango: Agreed that the timeline could be extended.

Mr. Pfeifer: Recommended that Ms. Tarango review the Drucker Self Assessment model.

Ms. Tarango: Agreed.

Discussion occurred regarding facilitator/project manager.

Dr. Nayeri: Moved that the Commission support having two positions both a independent project manger that will oversee the entire project, and a facilitator (independent, mutual)

who will assist, and create a line item budget to include the two positions and the entire project.

Ms. Garcia: Second

Mr. Madonna: Asked if there were any other question, comments, or changes. All those in favor say, “Aye”. All say, “Aye”. Activity break announced.

Myk Redhouse – Physical Activity Break

Lunch (11:50 a.m. – 12:37 p.m.)

Ms. Tarango: Continued with Office Chief’s Report.

- ▶ Operational Plan Update
 - Model for Operational program piece
 - Integrate the Chronic Disease fund
- ▶ Chronic Disease Update
 - Pre-offers conference for RFP: 2.5 million
 - Pre-offers conference for RFGA (Grant): up to \$600,000
 - Stroke Symposium: \$10,000
- ▶ Financials Update
 - Contract renewals have begun
 - Revenues
 - Expenditures including Secondhand Smoke Campaign
- ▶ Interim Secondhand Smoke Campaign
 - Campaign rationale
 - Campaign dates (March through July 31)
 - Budget \$1 million
 - Target audiences
 - Movie Trailer: Thank you for Smoking
 - Invitation to pre-screen movie
 - Commercials: re-tag
 - Jasmine, CDC
 - Playpen, our secondhand smoke is injuring whose health, CDC
 - Germ, CDC
 - Bubbles, California
 - Phasing out Inhale Life, Print ads
 - Radio stops
 - Schedule of roll-out/timeline
 - 2006 Marketing Timeline

Discussion occurred regarding target audiences.

Dr. Nayeri: Recommend that we invite the director of ITCA or the Phoenix Area Health Service to participate in the radio ad, print ad campaigns.

Ms. Garcia: Recommended that cultural diversity language be included in RFP.

Dr. Hsu: Recommended that additional print ads for Korean (newspapers) and radio ads for Vietnamese.

Mr. Madonna: Motion to accept the recommendations of Dr. Nayeri, Ms. Garcia, and Dr. Hsu.

Ms. Bailey: Move

Dr. Nayeri: Second

Mr. Madonna: All those in favor say “Aye”. All say, “Aye”.

Unfinished Business: Chronic Disease Contracts Update

Mr. Madonna: Introduced Bob Leischow.

Mr. Leischow: Named the list of RFP criteria previous requested by Ms. Bailey and outlined the presentations of the last three Chronic Disease contract.

Mr. Leischow: Introduced Traci Bunker with Coconino County.

Ms. Bunker: Presented on the Williams Community Health Project (WCHP).

- ▶ Coconino County Mission Statement
 - Prevent, Protect, Promote, and Assure
- ▶ WCHP’s Vision
 - Integrity, honoring individual including cultural and religious diversity.
- ▶ Partners: CCHD programs, Health care providers, social/community service providers.
- ▶ Target Population within Williams
- ▶ WCHP Overview
- ▶ Why Williams?
- ▶ Service Areas
 - WCHP’s Goals and Strategies
 - Accomplishments and Challenges
- ▶ WCHP’s Future Direction

Mr. Madonna: Introduced Anna David with Maricopa County.

Ms. David: Presented on the People Together for Health (PTFH).

- PTFH – Mission, Vision, Core Values
- What is PTFH?
- Participants
- Target Age Group
- Classes
- Program Evaluation
- Demographics
- Changing lives ...Changing Behaviors
- Maintaining Health Behaviors
- What are participants saying?
- Coma Bien Para Estar Bien (Eat well, Be well)
- What is CBEB?
- Target Populations
- Program Evaluation
- Demographics
- Program Impact

Mr. Madonna: Introduced Darren Treasure with Arizona Interscholastic Association (AIA).

Mr. Treasure: Presented on the AIA Academy.

- Mission
- Objectives
- Introduction
- Overweight/obesity in US Youth
- Physical Activity
- Year 1
- Self-determination Theory
- Participants
- Results
- Average PA by Sex
- Male and Female PA by Grade
- Comparison by Physical Activity
- Results
- Program
- Pre-post Evaluations
- Year 2

Public Commentary

Mr. Madonna: Asked Teresa, do we have any public comments or questions?

Ms. Koehler: Replied, “No, sir.”

Meeting Evaluation and Agenda Planning

Members – evaluate and review meeting format.

Mr. Pfiefer: Stated that term limits need to be looked at.

Mr. Madonna: Requested that Ms. Bailey chair the Nominating Committee.

Ms. Bailey: Agreed

Mr. Madonna – Announced March meeting to be hosted by Native American Community Health Center and the use of a catering company for lunch.

Mr. Madonna – I will accept the **motion to adjourn** at 3:35 pm. Motion carried.

March 8, TRUST Meeting Items

► March meeting items that need a response at the May meeting:

1. Patricia to extend timeline 4-8 weeks for review and comments.
2. Patricia to review the Drucker Self Assessment Model.
3. Patricia to include project manager and facilitator to develop and manage the plan.
4. Patricia to develop a line item budget for the plan.
5. Teresa use larger font on the revenues' and expenditures' charts.
6. Patricia provide current list of total \$\$ not used, previous years.
7. Patricia to add additional radio ads for Native American population; invite the director of ITCA or the Phoenix Area Health Service to participate in the radio ad, print ad campaigns.
8. Patricia to add additional print ads for Korean (newspapers) and radio ads for Vietnamese.
9. Teresa check on wireless mic.

► March 8, 2006 ... new agenda items for May meeting:

1. Discuss re-scheduling the July 12 meeting because of the World Conference.
2. Attorney General Office's presentation
3. Dr. Nayeri and Linda Bailey nominating committee activities.
4. Strategic Plan Update
5. Finance Update - \$\$ from previous years
6. RFP for Chronic Disease program – who are the candidates.

The TRUST Commission is a public meeting. In compliance with the State's open meetings laws, the recorded minutes for the March 2006 TRUST Commission meeting are available to the public three working days after the meeting. Please contact the TRUST Coordinator at the Office of Tobacco Education and Prevention Program, 602-364-0824, to make arrangements to hear the recorder minutes.

Patricia Tarango
Office Chief
Office of Tobacco Education and Prevention Program
Arizona Department of Health Services